



IMPAIRED DRIVING 2019 HVE CAMPAIGNS LABOR DAY & DECEMBER HOLIDAY **MEDIA WORK PLAN**

May 17, 2019



**IF YOU FEEL DIFFERENT
YOU DRIVE DIFFERENT
DRIVE HIGH GET A DUI**

Table of Contents

Executive Summary	3
Media Strategy.....	4
▶ Campaigns	
▶ Advertising Period	
▶ Working Media Budget	
▶ Target Audience	
▶ Geography	
▶ Media Selection & Rationale	
Television	7
Cinema Advertising.....	14
Radio & Audio Streaming	18
Digital	21
Paid Social.....	24
Mid-Life Motorcyclists	26
State Level Media Extensions	27
Anticipated Budget Allocations.....	28
Glossary	29

Executive Summary

During the Labor Day and December Holiday periods, there is a marked spike in impaired driving fatalities year after year. To combat this cyclical pattern, NHTSA coordinates two national paid media campaigns targeted at 21- to 34-year-old men – those most likely to be involved in fatal impaired driving crashes – to educate them on the consequences and risks of impaired driving.

The Labor Day and December campaigns will both deploy a multi-platform approach using a mix of television, radio, digital, cinema and social media outlets to deliver the Impaired Driving message effectively and efficiently to our target audience.

The television portion of the plan will use linear television via programmatic (automated) and audience targeting (program level targeting) methods to reach the young male target audience. These methods will be supported by general sports programming via a network such as ESPN or working directly with a partner such as the NFL to create a custom message to run on NFL programming.

The Hispanic TV plan will include linear television through Spanish language networks but will not include audience targeting due to lack of available scale. However, a CTV/OTT component through channels like Hulu and Xbox will be included to reach the Hispanic male target audience. Programming will focus on sports (soccer, MLB) and music (Latin music festivals, Warner Music/Latin pop).

For all audiences, terrestrial radio will be used due to its very high reach of young men and its heavy in-vehicle use. Terrestrial radio will be supported by audio streaming through partners such as Pandora and Spotify and also through the use of podcasts targeted to the young male demographic. The national radio plan will run at fairly high weight levels to take advantage of radio's reach and efficiency. State plans may consider reducing their radio buys due to the high national plan weight levels and redirect those dollars to other opportunities.

The digital plan will build off of the base created by the traditional portion of the media plan with:

- ▶ Connected Television (CTV) and Online Video (OLV)
- ▶ Programmatic Display
- ▶ Publisher Direct Media
- ▶ Custom Content

Social will be a key part of the plan for all audience segments, due to its high reach potential to young men of the target audience and its ability to engage the audience with the Impaired Driving message.

States may consider local investment above and beyond the national plan to build additional frequency with the target audience during the buy period. This can be accomplished by securing complimentary placements – particularly via local broadcast television affiliates, local radio talent, streaming audio and digital channels.

Media Strategy

The primary media strategy will be to build frequency in order to convey NHTSA's Impaired Driving message. In order to affect behavioral change, the message must be seen many times within the campaign period. The goal will be to reach at least 25% of men in the 21-34 target audience at the 8+ effective frequency level over the three-week flight with traditional media (TV and radio). Digital and paid social will build off of the base created by the traditional portions of the media plan by extending reach and through their ability to engage the audience with our Impaired Driving message.

Campaigns

There are three independent messages and sets of creative assets that will be promoted during the Impaired Driving high visibility enforcement campaign (Labor Day and December Holiday).

- ▶ Drive Sober or Get Pulled Over (alcohol)
- ▶ If You Feel Different, You Drive Different. Drive High Get a DUI. (marijuana/drug-impaired)
- ▶ Ride Sober or Get Pulled Over (alcohol/motorcycle focused – Labor Day plan only)

Advertising Period

Flight Dates:

Labor Day Campaign:

8/14/19 – 8/18/19; 8/21/19 – 8/25/19;
8/28/19 – 9/2/19

Paid advertising will run from Wednesday, August 14th to Monday, September 2nd (Labor Day). The plan will generally run on a Wednesday – Sunday flight pattern, but Monday and Tuesday can be used selectively to take advantage of high-value opportunities.

Aug / Sept 2019

SU	M	TU	W	TH	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2					

December Holiday Campaign:

12/11/19 – 12/15/19; 12/18/19 – 12/22/19;

12/25/19 – 1/1/20

Paid advertising will run from Wednesday, December 11th to Wednesday, January 1st, (New Year's Day) on a Wednesday – Sunday flight pattern. Monday and Tuesday can be used as part of the flight to take advantage of high-value opportunities.

Dec 2019 / Jan 2020

SU	M	TU	W	TH	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1			

Working Media Budget

Labor Day Campaign	
General Market Media Budget	\$11.05MM
Hispanic Market Media Budget	\$1.95MM (15% of total media budget)
Total Media Budget	\$13MM
Allocation between Alcohol & Marijuana	65% Alcohol :35% Marijuana

December Holiday Campaign	
General Market Media Budget	\$6.8MM
Hispanic Market Media Budget	\$1.2MM (15% of total media budget)
Total Media Budget	\$8MM
Allocation between Alcohol & Marijuana	65% Alcohol :35% Marijuana

Target Audience

Audience targets vary slightly between each campaign

- ▶ Drive Sober or Get Pulled Over
 - Primary: 21- to 34-year-old English-speaking males
 - Secondary: 21- to 34-year-old Spanish-reliant males
 - These young men drink liquor, but the primary alcohol of choice is beer
- ▶ If You Feel Different, You Drive Different. Drive High Get a DUI.
 - Primary: 21- to 34-year-old English-speaking males
 - Secondary: 21- to 34-year-old Spanish-reliant males
 - These young men are recreational marijuana users
- ▶ Ride Sober or Get Pulled Over (Labor Day only)
 - Mid-Life Motorcyclists – Men 45- to 64-years-old who own a motorcycle

Geography

The campaign will be national in scope with no specific local or regional focus.

Media Selection & Rationale

A multi-platform approach is imperative in today's fragmented media environment. Due to the short campaign duration, media selection must be restricted to those mediums that will quickly generate their total reach potential and will not have continued exposure after the campaign end date. For example, a monthly magazine takes 13 weeks to reach its full readership potential and a weekly magazine takes seven weeks so these mediums cannot be used. The 2019 Labor Day and December Holiday Impaired Driving campaigns will consider the mediums below – each discussed in more detail in the sections that follow. Mediums will be evaluated based on their total reach potential and ability to generate that reach potential in a short time period. For reference, a glossary of terms has been included at the end of this document to expand on the terms outlined below.

TV

- ▶ Linear
- ▶ Audience Targeting
- ▶ Programmatic TV
- ▶ Sports
- ▶ Connected TV/Over-The-Top (CTV/OTT)
- ▶ TV Everywhere

CINEMA ADVERTISING

RADIO

DIGITAL/MOBILE

- ▶ Direct (Display/Video/Audio)
- ▶ Audience Targeting/Programmatic (Display/Video)

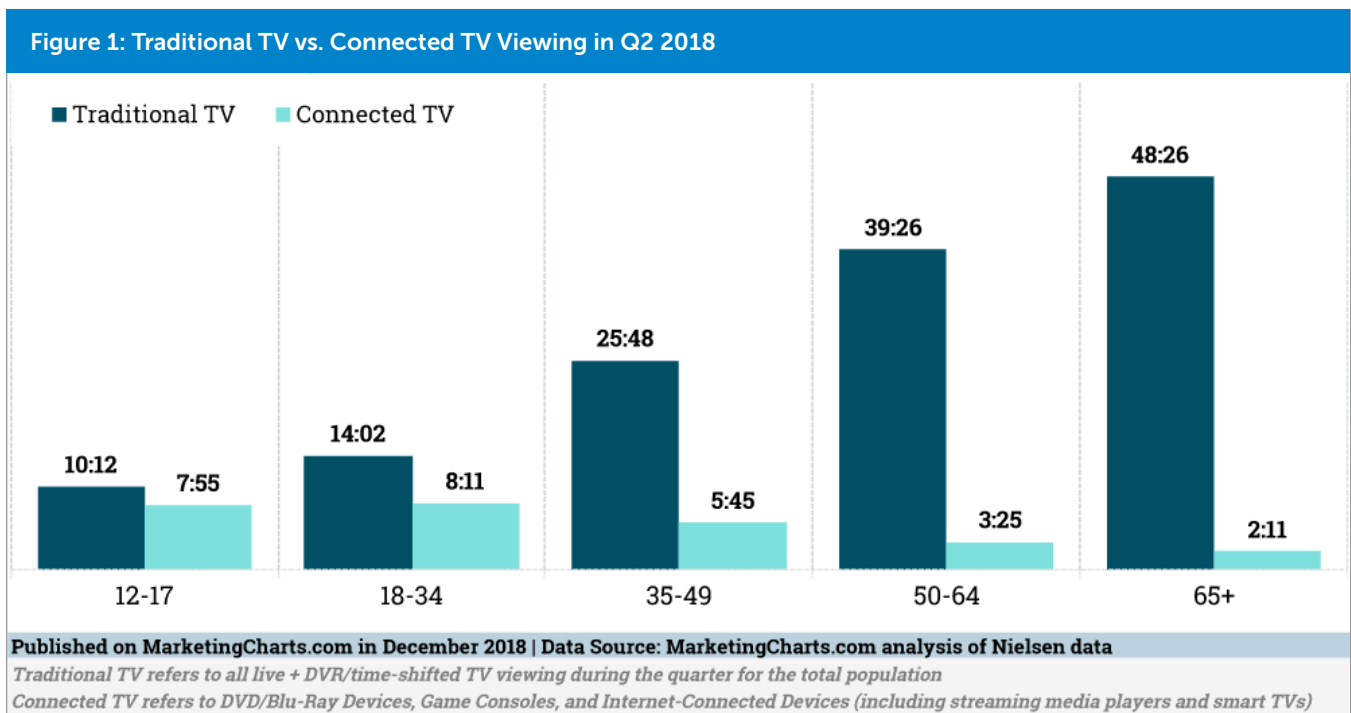
PAID SOCIAL

MID-LIFE MOTORCYCLISTS

TV

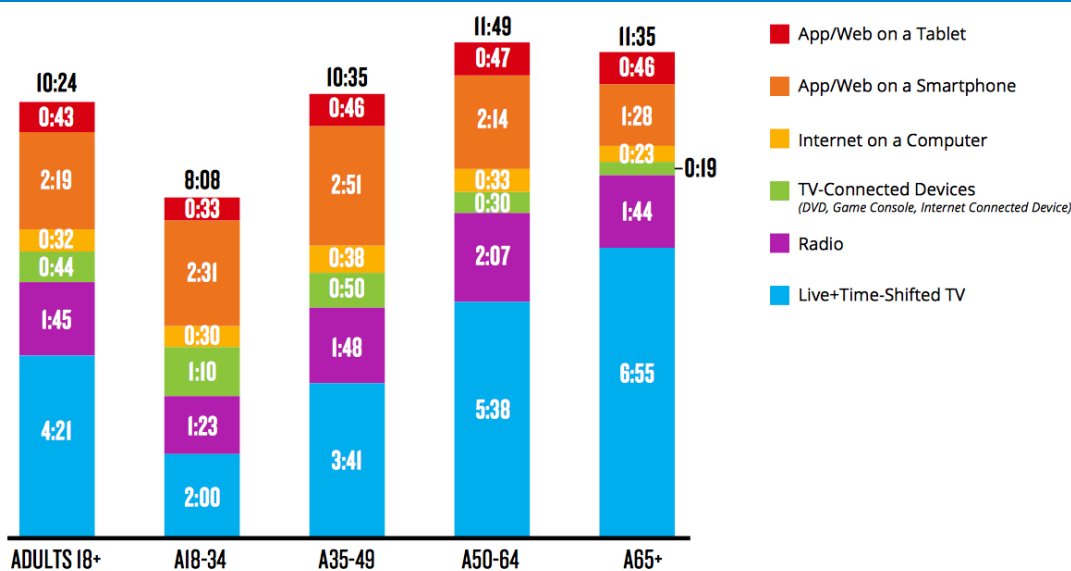
Linear Television - General Market

TV is still a key medium to be used in delivering the Impaired Driving message to Millennial young men 21-34 years old. The rise of digital streaming services, such as Netflix and Amazon, is shifting viewership away from traditional, linear television viewership towards other connected devices – particularly for younger audiences. However, the target demographic is still spending more than 22 hours each week with TV content, as shown in the following chart from the Nielsen Comparable Metrics Report Q2 2018.



As shown in the figure 2 below, our target audience spends a significant amount of time watching television daily – including live + time-shifted TV, as well as connected device viewing. In order to hone in on the Impaired Driving target audience, TV will be purchased using programmatic and audience targeting.

Figure 2: Q2 2018 Daily Hours:Mins of Usage (based on total U.S. Population)



Source: Nielsen Total Audience Report Q2 2018

Linear Television - Hispanic

The TV plan reaching Hispanic men 21-34 will be focused around key programming to resonate with the target's passion point for sports and music/entertainment. We will reach Hispanic men 21-34 where their interest and receptivity are higher to the messaging. Spanish language networks will be the primary channel utilized to connect with the target.

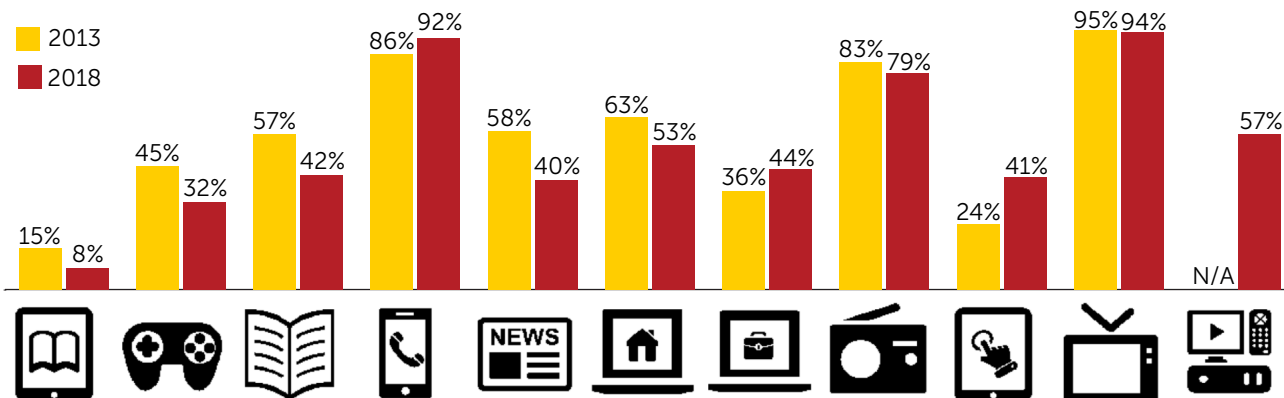
Table 1 shows us that Spanish language networks still play a major role in reaching Hispanic audiences, especially when combined with other channels such as mobile, audio and online video. In addition, when looking at Hispanic males 21-34 the Spanish-reliant audience still consumes Spanish language TV at a rate of 73%.

Table 1: TV Media Usage

	HM 21-34	HM 21-34 Spanish Reliant
SLN TV	43%	73%
ELN TV	73%	65%

Source: Summer 2018 NHCS Adult Study 12-month - REISSUED 3/27/2019

Figure 3: 7-Day Cross Media Reach, 2013 and 2018

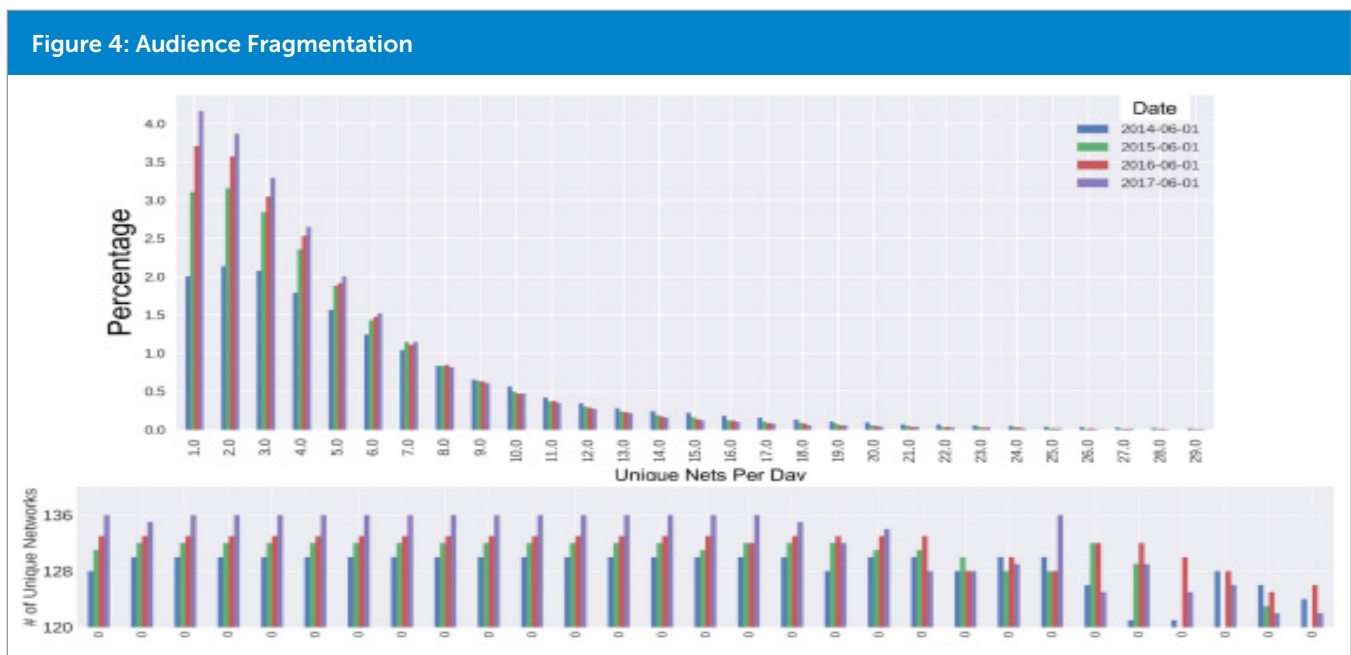


Source: The State of the Hispanic-American Consumer – Simmons Connect Spring 2013 and 2018

Audience Targeting

Given the increasing number of television networks that are available, you may assume that people are watching more networks. However, the following chart shows that this is not the case. In fact, over the past four years, people are watching fewer networks.

The top chart in figure 4 shows the percentage of all viewers who watched different counts of networks each day, in each year of the time period analyzed. For example, if you turned on the TV, watched two networks, and then turned off the TV, you would be counted among those viewers who viewed two unique networks per day. You'll note that, in the last four years, the percentage of viewers tuning into just one network per day has more than doubled.



The bottom chart in figure 4 illustrates the fragmentation of audiences across TV networks by portraying the number of distinct networks watched by the viewers. It shows us that to reach all of the people who watch just two networks, you'd actually need to advertise on 135 networks.

All of this fragmentation leads to the need for specific audience targeting. With audience targeting, we target a specific profiled viewer instead of buying placements with a specific network. NHTSA will not commit to a group of networks to reach those members of the target audience, but rather commit to appropriate programming regardless of the network it may be on. In past NHTSA plans, we have seen upwards of 70 networks included on the buy through audience targeting to maximize the reach of NHTSA's message to our young male target audience.

Programmatic TV

Programmatic TV uses data-driven, automated bidding to move television ad buying from the traditional ratings-based approach to using audience data to deliver more relevant messaging to target audience viewers. Programmatic will make use of robust research such as Nielsen and MRI for information beyond just age and gender. This includes data on psychographics, media usage and consumer behavior. Information is also acquired via set-top-box information as well as audience content recognition that is in a constant cycle of collecting viewership information from smart TVs. All of this data is analyzed by artificial intelligence to ensure NHTSA's message is delivered to the right target regardless of the network they're watching as long as they're watching through a connected device.

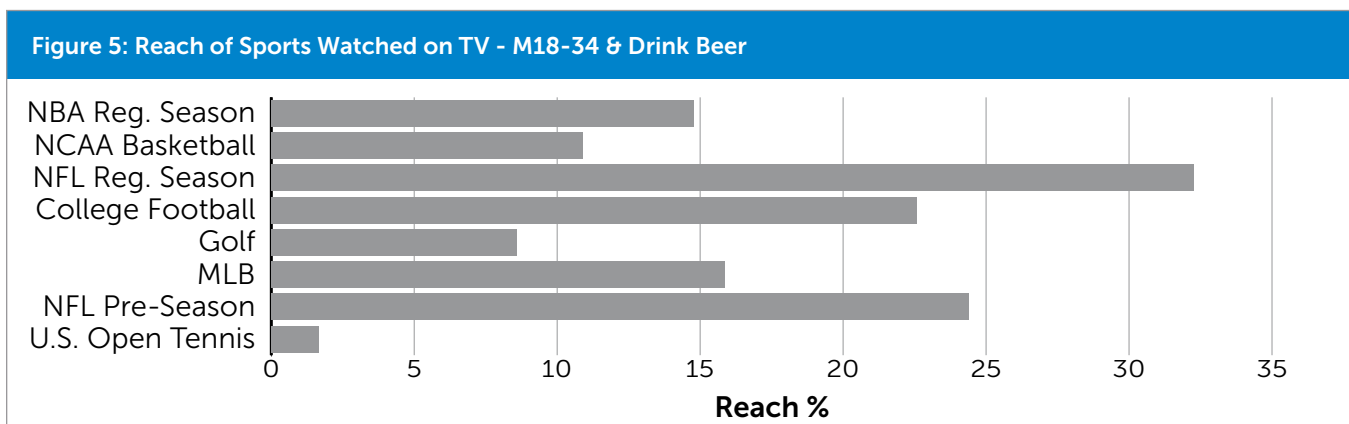
Based on prior experience and viewing habits, networks that we expect to perform well will include Adult Swim, Comedy Central, ESPN and TruTV.

Sports

Sports still present a great opportunity to reach out to young men with programming that traditionally boasts a high attentiveness level. Notable sports occurring during the Impaired Driving flights include:

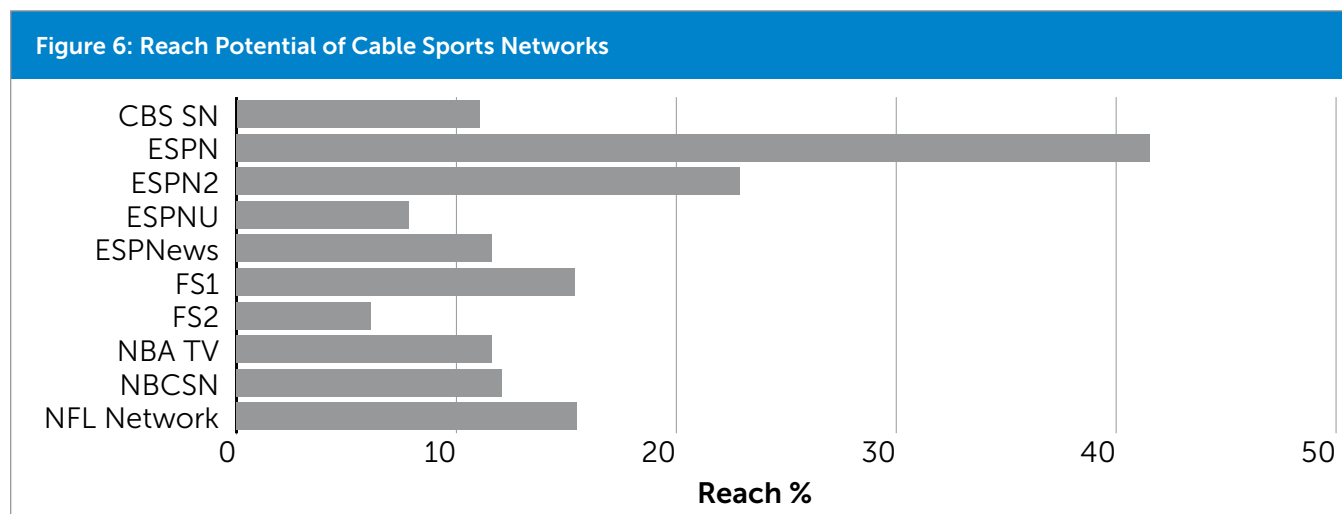
Labor Day Flight	Holiday Flight
College Football (Last weekend of the flight)	NBA Regular Season
Golf	NCAA Basketball Regular Season
Major League Baseball (including Hispanic emphasis)	NFL Regular Season
NFL Pre-Season	
U.S. Open Tennis	
Soccer (Hispanic) Liga MX, Copa Libertadores, MLS	

All of these sports offer good reach potential for our target audience – with the exception of U.S. Open Tennis, which skews a bit older.



Source: 2018 GfK MRI Doublebase

Within the sports network category, ESPN offers the top reach potential for our target audience as detailed in the chart below.



Source: 2018 GfK MRI Doublebase

In addition to using sports programming via networks such as those detailed above, we will consider two additional possibilities.

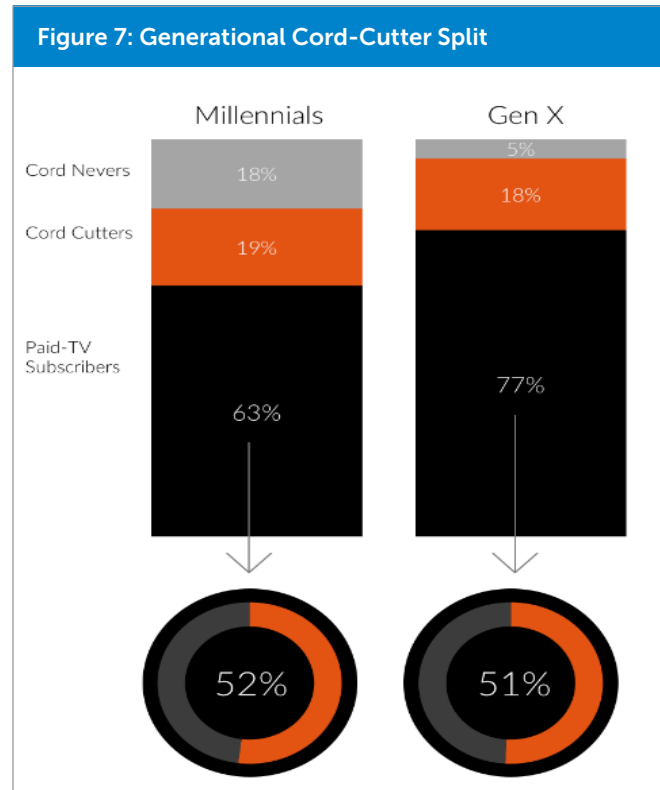
1. Custom Content via the NFL (Labor Day and December Holiday)
 - a. We will meet with the NFL to discuss the possibility of the NFL creating custom content to run during the pre-season NFL games occurring within the Impaired Driving flight.
 - b. This content is to increase engagement with the Impaired Driving message as it comes from a source the target group is familiar with and understands.
2. In-Stadium Signage in Major League Baseball (Labor Day)
 - a. 70% of fans consider advertisers with TV-visible home plate signage to be an official team or league partner.
 - b. 46% of fans have a more favorable impression of in-game home plate advertisers.

Connected TV (CTV)/Over-the-Top (OTT)

Cord-cutters – those who have cancelled their paid TV subscriptions – and cord-nevers – those who never had paid TV subscriptions – frequently turn to over-the-top services for their video content.

As figure 7 shows, there is a generational difference in CTV/OTT adoption. Among Millennials (those born between the early 1980s and mid 1990s), only 63% currently subscribe to paid TV services. Additionally, 52% of those subscribers have considered cutting the cord in the last 12 months.

We can see the distinct generational contrast by comparing this with Generation X (those born between the mid 1960s and early 1980s), amongst whom only 23% have cut the cord (though a similar percentage report considering cord-cutting).



Source: CG42 via Digital TV.com 2018

Note: Gen X referenced for comparison purposes only – they are outside the target for this campaign.

We have also seen the composition of non-linear devices for video viewing shift significantly from Q1 2014 to Q1 2018. The composition for OTT devices has increased considerably over this span of time, making this an important tactic to include in our media plan.

Table 2: Composition Shares by Quarter

	Q1 2014	Q1 2015	Q1 2016	Q1 2017	Q1 2018
Desktop	79%	67%	37%	31%	24%
OTT	3%	8%	22%	32%	34%
STB VOD	-	-	14%	16%	16%
Smartphone	11%	17%	18%	13%	18%
Tablet	7%	8%	9%	8%	9%

Source: Freewheel VMR Report Q1 2018

TV Everywhere

TV Everywhere refers to watching TV programming on network provided apps. As an added service to subscribers, cable networks give customers access to content through live or on-demand internet services. This allows subscribers to view programs on devices other than a TV. TV Everywhere can be leveraged for both the general market and Hispanic audiences (ESPN/Telemundo/beIN Sports/Univision Deportes) very well.

Some of the advantages of TV Everywhere are:

- ▶ Average video ad completion rate of 98%
- ▶ Zero ad fraud
- ▶ According to Nielsen data, 56% of ad view composition is 18-34 year olds

Cinema Advertising

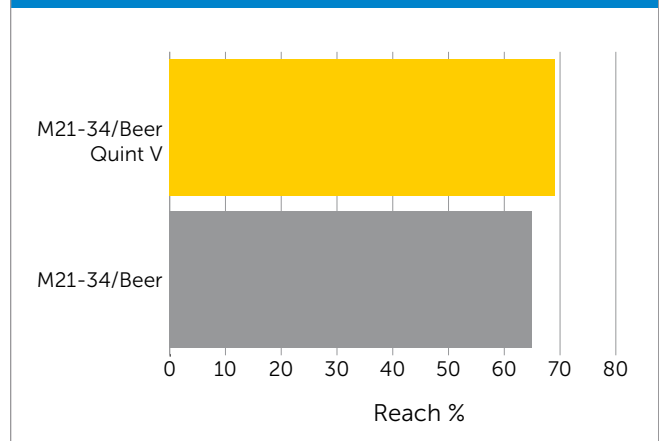
A cinema campaign will run on a national basis covering all states and all markets. In addition to high reach potential, the following details additional reasons to use cinema advertising:

- ▶ Quality programming debuts weekly
- ▶ Engaged audience with no access to ad-skipping devices
- ▶ Association with blockbuster film
- ▶ 50' HD screens
- ▶ Surround Sound

As you can see in figure 8, cinema offers a large reach potential of men 21-34 who are heavy beer drinkers (M21-34/Beer) and also reaches those young men beer drinkers who are light users of television (M21-34/Beer/Quint V).

Movies to be released during the Impaired Driving flight are:

Figure 8: Attended Movies



Source: 2018 GfK MRI Doublebase

Labor Day

Good Boys	
Rating	R
Studio	Universal
Starring	Jacob Tremblay, Molly Gordon, Millie Davis
Director	Lee Eisenberg
Genre	Human Interest Comedy, Unknown
Summary	Three sixth grade boys ditch school and embark on an epic journey while carrying accidentally stolen drugs, being hunted by teenage girls, and trying to make their way home in time for their first kissing party.

Playmobil	
Rating	NR
Studio	Global Road
Starring	Daniel Radcliffe, Anya Taylor-Joy
Director	Lino DiSalvo
Genre	Family, Animated
Summary	Animated feature film inspired by the Playmobil brand toys.

The Angry Birds Movie 2 2D	
Rating	NR
Studio	Sony
Starring	Dove Cameron, Awkwafina, Peter Dinklage, Sterling K. Brown
Director	Thurop Van Orman
Genre	Family, Unknown
Summary	Sequel to the 2016 film, 'The Angry Birds Movie.'

The Informer	
Rating	NR
Studio	Aviron
Starring	Ana de Armas, Rosamund Pike, Joel Kinnaman
Director	Andrea Di Stefano
Genre	Human Interest Drama, Prison
Summary	An ex-convict working undercover intentionally gets himself incarcerated again in order to infiltrate the mob at a maximum security prison.

Angel Has Fallen	
Rating	NR
Studio	Lionsgate
Starring	Tim Blake Nelson, Gerard Butler, Morgan Freeman, Jada Pinkett Smith
Director	Ric Roman Waugh
Genre	Action Drama, Unknown
Summary	Secret Service Agent Mike Banning is framed for the attempted assassination of the President and must evade his own agency and the FBI as he tries to uncover the real threat.

Overcomer	
Rating	NR
Studio	Sony
Starring	Elizabeth Becka, Alex Kendrick, Ben Davies
Director	Alex Kendrick
Genre	Human Interest Drama, Unknown
Summary	This movie will unpack a pivotal issue in the life of students and adults alike.

Holiday

Jumanji Sequel 2D	
Rating	NR
Studio	Sony
Starring	Dwayne Johnson, Karen Gillan, Jack Black, Kevin Hart
Director	Unknown
Genre	Action Adventure, Comedy
Summary	Not Yet Available

Cats	
Rating	NR
Studio	Universal
Starring	James Corden, Ian McKellen, Taylor Swift
Director	Tom Hooper
Genre	Human Interest, Drama
Summary	A tribe of cats called the Jellicies must decide yearly which one will ascend to the Heaviside Layer and come back to a new Jellicie life.

Star Wars: Episode IX 3D	
Rating	Walt Disney Pictures
Studio	Universal
Starring	Mark Hamill, Andy Serkis, Lupita Nyong'o, Daisy Ridley, Adam Driver, Matt Smith, Dominic Monaghan
Director	Colin Trevorrow
Genre	Action Adventure, Science Fiction
Summary	The monumental finale of the Skywalker Saga.

1917	
Rating	NR
Studio	Universal
Starring	George MacKay, Dean-Charles Chapman
Director	Sam Mendes
Genre	Human Interest, Drama
Summary	The film will be set in 1917 during WWI.

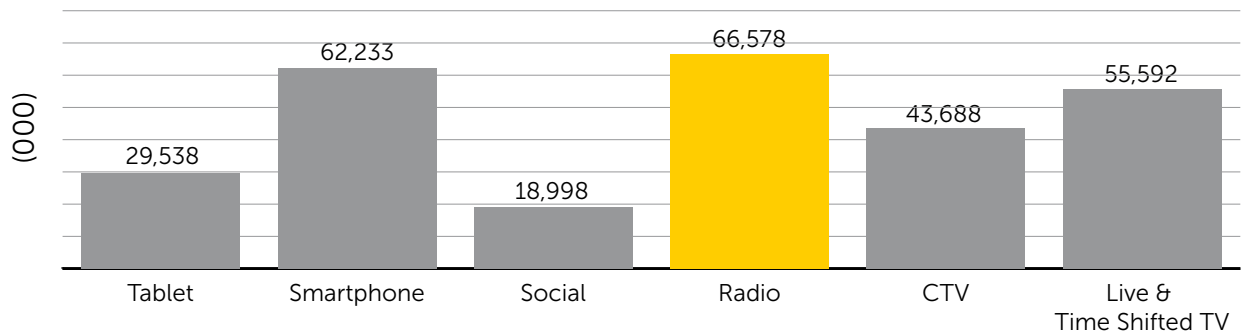
Superintelligence	
Rating	NR
Studio	Warner Bros.
Starring	Melissa McCarthy
Director	Ben Falcone
Genre	Human Interest, Comedy
Summary	Carol Peters' life is turned upside down when she is selected for observation by the world's first superintelligence – a form of artificial intelligence that may or may not take over the world.

Radio & Audio Streaming

General Market - Radio

Radio will build reach off the base of TV and will also be a catalyst to build frequency of the Impaired Driving message. According to the Nielsen Total Audience Report for Q2 2018, radio enjoys more reach potential among 18-34 year-olds than any other medium.

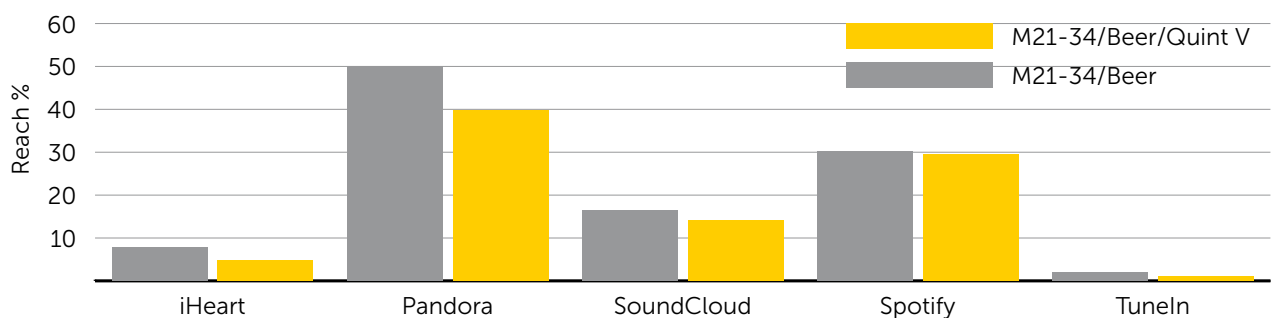
Figure 9: Reach Potential of Major Mediums (18-34 y/o)



Source: Nielsen Total Audience Report Q2 2019

The reach potential of the major audio streaming services, such as Spotify and Pandora, is also high, and when combined with terrestrial radio, will increase reach as well as build frequency to those who use terrestrial radio and a streaming service together.

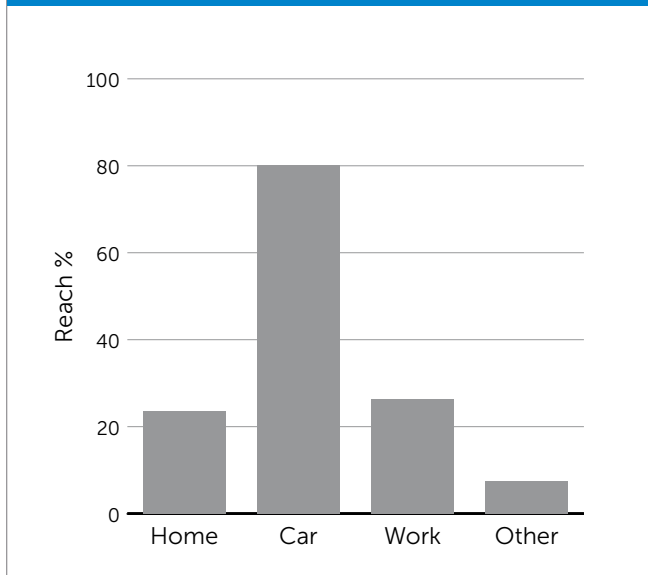
Figure 10: Audio Streaming Reach Potential



Source: 2018 GfK MRI 2018

Podcasting continues to increase in popularity due to the ability to listen on demand and an affinity with the podcast talent. It's reach potential is good (19%) against men 21-34 who drink beer. When we look at the composition of podcast listeners we see the Impaired Driving audience enjoying a high index of 221, indicating that among all adults podcast listening skews to younger men.

Figure 11: Where Listen to the Radio - M18-34 Who Drink Beer



Source: 2018 GfK MRI 2018

Table 3: Radio Media Usage

	HM21-34	HM21-34 Spanish Reliant
Spanish Language	42%	68%
English Language	63%	58%

Source: Summer 2018 NHCS Adult Study 12-month - REISSUED 3/27/2019

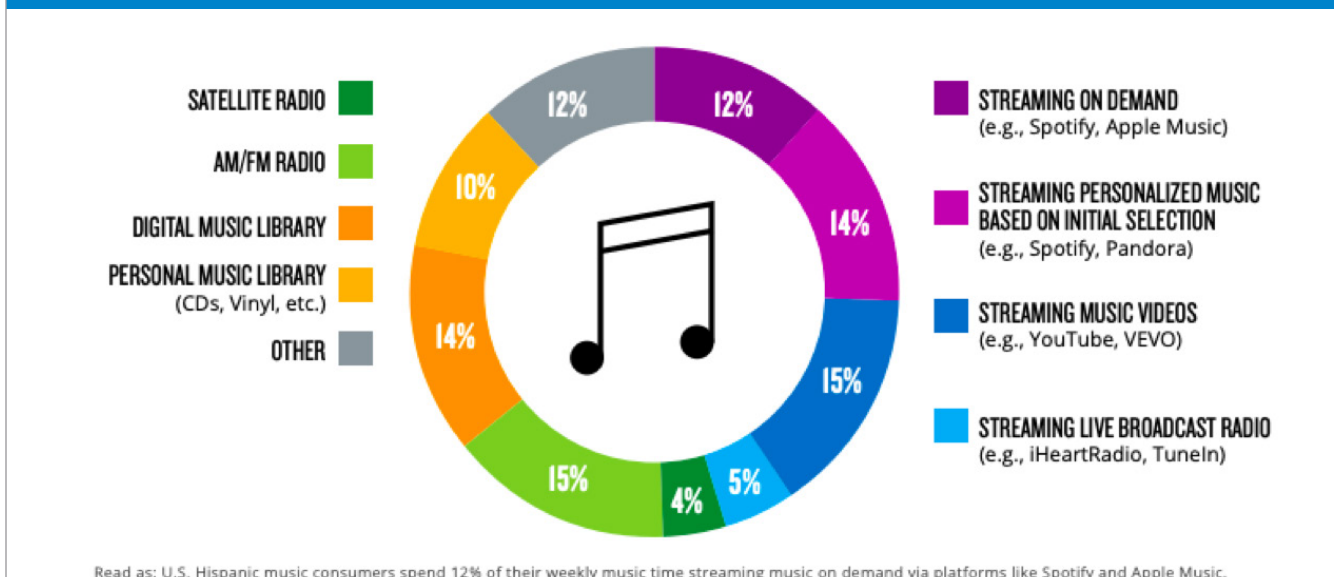
One of the major advantages of radio and audio services, beyond its very high reach, is that the majority of listening occurs in a vehicle which we assume is an advantageous time to reach young men as they are heading out for activities that can include drinking and/or getting high. Figure 11 details this.

Hispanic Market - Radio

Spanish language radio usage is still high amongst HM21-34 and will help build reach during the Impaired Driving campaign. Terrestrial radio along with streaming will be included in the plan.

As shown in figure 12, terrestrial radio and streaming services command more than 60% of U.S. Hispanic music consumption time, creating important opportunities to connect with the audience. When taking a closer look at in-language radio consumption, Spanish language radio reaches the Hispanic-reliant Hispanic male 21-34 at a 68% media usage.

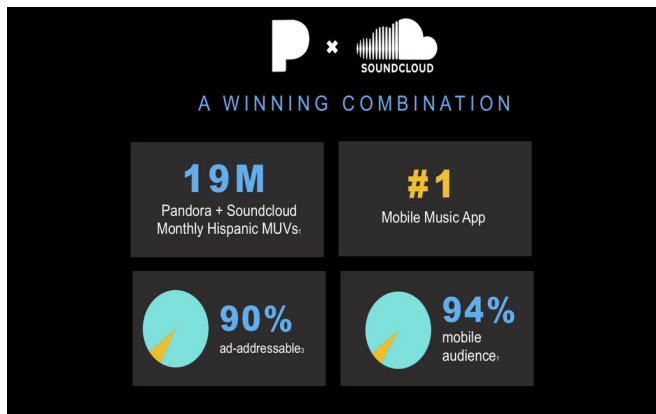
Figure 12: Hispanics and Music Listening Platforms



Source: Nielsen M360 2017, Spotlight on Hispanics

Pandora, Soundcloud and Spotify are the largest streaming music providers reaching the U.S. Hispanic audiences. When combined with terrestrial radio, these platforms provide an incremental reach and frequency that reaches our Hispanic audience – both Spanish dominant and bilingual – through a multi-format approach.

- ▶ Pandora and Soundcloud reaches 19MM Hispanic monthly unique/6MM Hispanic male Millennials
- ▶ Spotify reaches 16.3MM Hispanic monthly unique/5MM Hispanic male Millennials



Reaching the Hispanic American's on Spotify

5MM

There are over 5MM Hispanic M18-34 MAU's on Spotify.

3in4

Spotify reaches 3 in 4 Hispanic M18-34 online.

2.2x

Hispanic M18-34 are 2.2x more likely to be on Spotify than the average website/app.

Digital

For effective message recall, a strong foundation of brand awareness is necessary in order to break through ad clutter and fragmentation that consumers face each day. With the state of today's media landscape, it's necessary to reach the audience with a multi-platform approach incorporating both traditional and digital tactics. Within all NHTSA media buys a true cross-screen strategy is executed.

The digital media plan will include programmatic video, display and social media methods. As video is a brand's most powerful storytelling tool and has proven to be successful during the previous campaign, the majority of the digital buy will be executed as video placements. The campaign will also use display assets to generate mass reach and a large number of clicks to the destination URL at a lower CPM than other vehicles.

Placements will be executed both on a premium publisher direct basis as well as programmatically to utilize on and offline data for audience targeting.

For publisher direct placements we will include partners that provide content indexing high with the target audience. To motivate the target audience to learn more about the consequences associated with driving impaired, high impact, attention grabbing units like takeovers and roadblocks will be used to launch the campaign in addition to video and display creative executions.

Proposed Tactics

- ▶ Second Screen Content/Commercial Sync
- ▶ Programmatic Video/Display
- ▶ Social

Second Screen Content/Commercial Sync

As the landscape continues to evolve with new technology and media consumption platforms, audience fragmentation continues to increase year over year. The standard approach to traditional TV buying no longer applies for effectively reaching target audiences. It is reported that 80% of adults use two or more devices while watching TV, presenting a need for marketers to incorporate a multi-platform approach in order to cut through the clutter. Digital commercial sync and second screen content tactics extend viewing from traditional TV sets simultaneously onto user digital devices. Utilizing this advanced technology, we can bridge the gap between traditional and digital, reinforcing messaging with video and display ads sent across second or third screens in the same household.

Digital commercial sync and second screen content are executed via technology

embedded into manufacturer TV sets with the capabilities to recognize any content that appears on the screen including linear TV, OTT, movies, gaming consoles, and both live and on delayed viewing with devices such as a DVR. The embedded device has the ability to both listen and see visuals of the exact programming on TV sets down to fractions of a second. Each TV set can be identified by a household IP address (an Internet Protocol, or IP, address is a unique numerical label used to identify the household internet connection assigned by the internet service provider). Top indexing programming for the target audience will be identified prior to campaign start, enabling commercial sync technology to recognize the moment a user is exposed to such programming (such as ESPN, American Horror Story or Game of Thrones) then serving a video or display ad to the smartphone or tablet.

With this tactic, two main targeting strategies will be executed. The first supports the extension of the linear TV schedules, providing a true cross-screen strategy. Ads will be served to those who have been exposed to a linear spot to capture those who may have reached for a smart phone during a commercial break and support the high levels of ad frequency needed for message recall.

Additionally, we will utilize this tactic as a means to capture audiences that have not been exposed to the NHTSA linear messaging. We will identify these users in real time as the campaign progresses, boosting exposure levels with additional mobile, tablet and desktop digital video impressions.

General Market Digital/Programmatic

As the media landscape rapidly evolves, daily consumer ad exposure has increased drastically year over year. For effective brand lift and recall, it has become imperative for marketers to reach target audiences at various touch points across multiple platforms. Display advertising will include visual assets such as banner ads, video and high impact rich media. These pieces will be placed to appear on both premium publisher direct sites and on other sites via programmatic buying with audience segmentation data. Within the overall tactic mix, display will provide increased visibility at the highest level of brand awareness. With this placement we are able to execute mass reach towards the target audience while remaining the most cost-efficient digital media source.

Hispanic Digital/Programmatic

In order to maximize our reach and frequency, and elicit an emotional connection from our Hispanic audience, we will leverage previous successful activations and introduce new initiatives through a digital strategy that combines audience targeting and premium publisher direct across display, video, native and high impact placements.

We will identify and target our Hispanic audience through data signals and key data types (demo, behavioral, location and contextual) while emotionally connecting with them through their passion points: sports (soccer, baseball), music (music festivals, Warner Music/latin pop) and gaming (Xbox, video games). Activation will primarily focus on video through pre-roll/in-stream video inventory to distribute our video assets.

YouTube & the Hispanic Audience

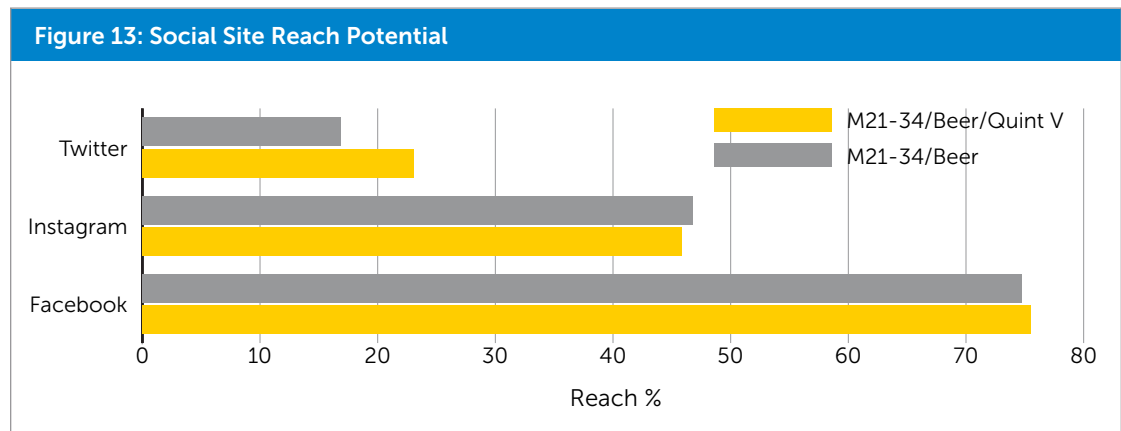
- ▶ Reach affinities and topics on YouTube that over-index with U.S. Hispanics males 21-34. In addition, we will layer in Spanish language targeting:
 - Spanish-language music fans 14x
 - World music fans 8.2x
 - Soccer fans, 4.0x
 - Light TV viewers 3.5x
 - Mobile enthusiasts 2.3x
- ▶ We'll adopt TrueView for Reach, which auto-optimizes to reach more unique users. From there, we'll leverage TrueView In-Stream units to remarket to viewers of the TrueView for Reach ads, which will maximize frequency.

Paid Social

General Market - Social

Social media will continue to play an important role in the NHTSA campaign. Assets will be activated via a paid social campaign as well as by tapping into the social networks of personalities that the target audience engages with.

The top social sites for reaching the NHTSA target groups are Facebook, Instagram and Twitter.



Source: 2018 GfK MRI Doublebase

Hispanic Market - Social

Social media provides a great opportunity to continue to build frequency with our Hispanic audience, which over index on social media and mobile consumption (eMarketer 2018). We will leverage social platforms' top-tier, rich targeting data to reach Hispanic audiences across Facebook, Instagram and Twitter. Inventory will include in-feed and in-stream videos.

We will highlight and showcase relevant audience passion points: sports (soccer, baseball), music and events (Latin music/Grammys/Billboard), gaming (Xbox, Nintendo, PlayStation, video games) that align with Hispanics' interest in order to increase awareness and consideration.

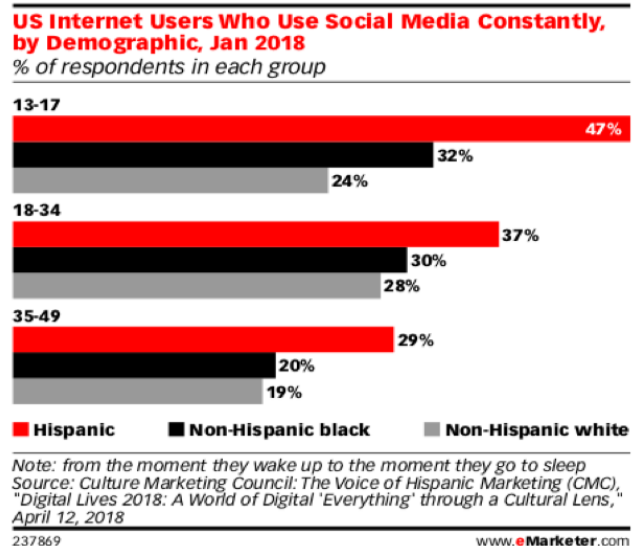


Table 4: Largest multiplatform digital properties among U.S. Hispanics by unique visitors, in thousands.

#	Property	Unique visitors in thousands	Percent Reach*	Hispanic Composition	
				Percent	Index
1	Facebook and Messenger	29,781	84.2%	14.7%	106
2	Twitter	17,468	49.4	15.8	114
3	Snapchat	17,120	48.4	18.0	129
4	LinkedIn	13,657	38.6	13.2	95
5	Pinterest.com	12,251	34.7	14.2	102
6	Tumblr	6,476	18.3	18.3	131
7	Google+	6,322	17.9	13.7	98
8	Reddit	5,829	16.5	13.8	99
9	Goodreads.com	2,262	6.4	14.9	107
10	DeviantArt.com	1,142	3.2	13.4	96
	Total internet: Hispanic all	35,356	100.0%	13.9%	100
	Social media - social networking	31,294	88.5	14.5	104
	Instagram	20,646	58.4	17.0	122

Source: comScore, June 2017

* Percent Reach is the percent of all Hispanic internet users (35.4 million)

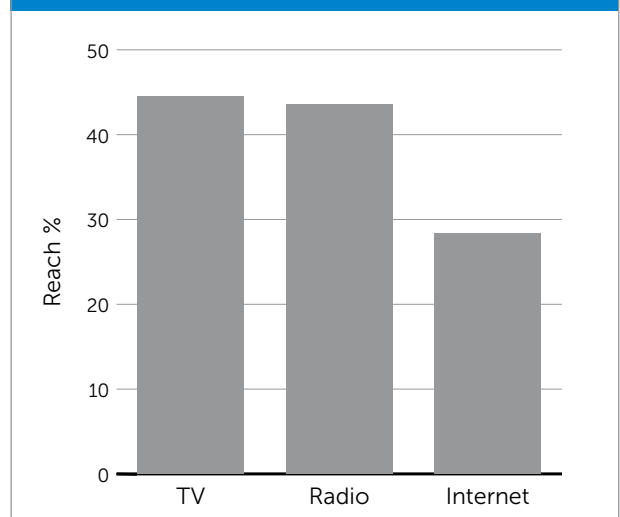
Mid-Life Motorcyclists

The target for the motorcycle rider for this campaign are men 45-64 years old and the bikes they ride are street style bikes.

With this older target group, we see traditional mediums providing the greatest reach when we look at the reach potential of the highest use quintiles I and II.

Television will be used to reach this target and the top cable networks reaching the 45- to 64-year-old motorcycle rider are the Discovery Channel and History Channel. Not only do these two networks provide significant reach to this audience, but these two networks also enjoy a high composition (index) of this group.

Figure 14: Motorcylce Riders



Source: 2018 GfK MRI Doublebase

Network	Reach %	Index
Discovery	28	136
History	42	167

The motorcycle rider effort GRP goal will be to achieve 60 target audience (men 45-64) GRPs over the 16-day flight.

State Level Media Extensions

The state level plans can execute a number of strategies off of the base provided in the national plan.

TV

The national plan will use programmatic, audience targeting and CTV/OTT to reach the Impaired Driving audience with entertainment, non-sports programming. This will run on appropriate cable networks and will cover, due to audience targeting, a large number of them.

This allows the states to use local affiliates of the broadcast networks and networks the national plan will not use for the general market plans to place their local buys on appropriate dayparts and programming. The use of CTV/OTT will be with outlets such as Hulu but may also use full-episode-player inventory on networks' online sites.

Radio

The national radio plan will be fairly heavy with approximately 100 GRPs per week throughout the flight. With this heavy level of radio, the states may want to consider tempering their use of spot radio in favor of opportunities such as audio streaming with Pandora and Spotify, and extended reach potential partners such as Sound Cloud, TuneIn and Radio.com. An exception to this guidance would be for states that have the opportunity to use popular, local radio talent to read the spot and gain the implied endorsement a live read provides. The states can also explore local radio talent promoting the Impaired Driving message through their own social networks.

Digital

In this medium, the states can establish tactics to build off the base created by the national plan. This can include using any of the many publisher sites that are created to reach young men geo-targeted throughout the state, or to key markets within the state. In addition, a programmatic digital effort at the local market level will build off of the national plan and expose the Impaired Driving message onto a number of other sites.

The states can also tailor their messaging to localize creative and messaging to people living within the state, so the ad is more 1:1. For example, the national buy will target the entire country, and we'll speak on broad terms across all states. However, the states could tailor their ads and get 1:1 with messaging by saying, "Hey Tennessee!" or "Hey Texas!", etc. The states may also consider the use of local photography that state citizens could quickly recognize.

Anticipated Budget Allocation

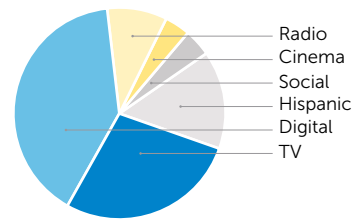
Advertising dollars will be allocated approximately as indicated below to TV, radio, digital/social media and Hispanic mediums.

Final dollar allocations may be affected by inventory conditions at the time of the buy.

Labor Day

Medium

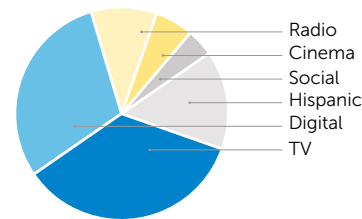
- ▶ TV – 28%
- ▶ Radio – 9%
- ▶ Digital – 40%
- ▶ Cinema – 4%
- ▶ Social – 4%
- ▶ Hispanic – 15%



Holiday

Medium

- ▶ TV – 35%
- ▶ Radio – 10%
- ▶ Digital – 30%
- ▶ Cinema – 6%
- ▶ Social – 4%
- ▶ Hispanic – 15%



Glossary

Linear TV

Television service where the viewer has to watch a scheduled TV program at the particular time it's offered, and on the particular channel it's presented on.

Programmatic TV

Programmatic TV advertising is the data-driven automation of audience-based advertising transactions.

Synched

Extends digital ads to people who have seen the NHTSA spot, or watched specific television programs, from all sources, or any other appropriate content on the TV screen to the users' smartphone.

Connected TV/Over-the-top (CTV/OTT)

Besides the traditional functions of TV sets and set-top-boxes provided through traditional broadcasting media, connected TVs can also provide internet TV, online interactive media and over-the-top content as well as on-demand streaming media.

In broadcasting, over-the-top content (OTT) refers to delivery of audio, video and other media over the Internet without the involvement of a multiple-system operator (cable provider) in the control or distribution of the content.

TV Everywhere

Television broadcasters allow their customers to access content from their network through internet-based services, either live or on-demand, as an aspect of their subscription to the service from a paid TV provider.

For example, if you have a cable subscription you can download the ESPN Watch App and watch ESPN programming on your computer, tablet or phone – everywhere.

Audience Targeting

Targeting an audience or a specific group of people by using data points available online to target specific segments of the population based on their demographics, interests and behaviors.